



INTRODUCES



BELIEVE | OUTSTANDING | LOYAL | DEVOTED

DaySpring + You  
dedicated to growing our  
businesses together

## THE DAYSPRING VISION

Our vision is to see every person experience and express the life-changing message of God's love. This is our heart, and it's been our heart for over four decades.

## THE DAYSPRING PROMISE

DaySpring believes in the power of relationships. We are committed to helping build your business with exceptional service and quality products with life-giving messages.

If we do not meet your expectations, please contact your DaySpring representative.

Your satisfaction is our guarantee.

## WHY DAYSPRING?

### OUR STRENGTH IS IN:

- Our People
- Product: Uniquely Designed In-House & Ethically Sourced
- Inventory: High In-Stock Percentage
- Customer Service In-House Team and Award-Winning Genesis Rep Group
- Easy Ordering Process Through:
  - <http://retailer.dayspring.com>
  - 800.944.8000
  - Genesis Rep Group

## OUR COMMITMENT

DaySpring is dedicated to growing our businesses together with our new annual BOLD Loyalty Program.

As you deepen your participation through the four tiers, you will unlock perks that will increase your store's profitability.

The BOLD Loyalty Program runs from January 1st to December 31st of each calendar year.

## TEN PRODUCT CATEGORIES

- Counter Cards
- Everyday Boxed
- Christmas Boxed
- DayBrighteners™
- Calendars & Planners
- Gifts
- Stationery
- Books
- Journals
- Christmas Gifts

PARTICIPATING IN MORE  
PRODUCT CATEGORIES =  
MORE REWARDS!

## 4 TIERS & REQUIREMENTS

1ST TIER

**B**

BELIEVE

### ENTRY LEVEL NO MINIMUM PURCHASE

- Retailer website access
- Ability to order product online
- Customer Service Support

2ND TIER

**O**

OUTSTANDING

### 3 PRODUCT CATEGORIES \$2,000 MINIMUM OVERALL

- 1% net volume rebate (rebate will be issued as store credit)
- Store tracker list on dayspring.com
- Marketing support, one store event
- Product E-blasts
- + TIER 1

3RD TIER

**L**

LOYAL

### 5 PRODUCT CATEGORIES \$7,500 MINIMUM OVERALL

- +1% net volume rebate increase = 2% (rebate will be issued as store credit)
- Marketing support, two store events
- Priority shipping
- + TIER 1 & 2
- Eligible for Grand Prize Drawing

4TH TIER

**D**

DEVOTED

### 7 PRODUCT CATEGORIES \$15,000 MINIMUM OVERALL MUST HAVE EVERYDAY COUNTER

- +3% net volume rebate increase = 5% (rebate will be issued as store credit)
- Private access day at shows
- Exclusive access to closeouts
- Webinar special training sessions
- + TIER 1, 2 & 3



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We appreciate you, support you, and would love to spend time with you!

What better way to honor you than a **GRAND PRIZE TRIP** to the **DAYSRING HOME OFFICE**?



DaySpring will welcome and entertain **FIVE** winning retailers and their guest for a three-day, two-night, all-inclusive trip to the DaySpring home office. Visit the inspiring DaySpring corporate offices located in historical Siloam Springs, nestled quaintly on the edge of the breathtaking Ozark mountains of northwest Arkansas.

Be inspired by the true beauty of DaySpring and see how God's message comes alive through the stories and heart of the people. Stroll through our Editorial and Design departments and witness inspiring creativity in the making. Enjoy dinner with our Senior Leaders and hear their vision, love, and heart. Visit with the Sales Team and hear their journey of how God has inspired them to sell DaySpring products. Visit the award-winning art museum, Crystal Bridges, located in Bentonville.

We hope you are inspired and return home feeling relaxed, refreshed, honored, and excited about DaySpring and our product offerings.



## BEAUTIFUL NORTHWEST ARKANSAS, HOME OF DAYSPRING



**CRYSTAL BRIDGES**  
 MUSEUM OF AMERICAN ART

## GRAND PRIZE DRAWING OFFICIAL RULES

**Guest:** Winner is welcome to bring ONE guest.

**Airline Tickets:** Flight arrangements for winner and guest will be arranged by DaySpring.

**Hotel:** Accommodations for the winner and guest will be provided and reserved by DaySpring.

**Meals and Transportation:** All meals and round trip ground transportation will be provided by DaySpring for the winner and guest.

**A look behind the scenes with DaySpring Product & Creative Teams:** Winner and guest will enjoy a behind-the-scenes tour at DaySpring and will meet the Creative teams that develop DaySpring's products.

**Trip to see one of the must-see museums in the USA:** Winner and guest will enjoy a fun trip to Crystal Bridges Museum of American Art in Bentonville, Arkansas. DaySpring will provide the winner and guest with round trip ground transportation.

**Dinner and sharing with DaySpring Leadership:** Winner and guest will have dinner with Senior Leadership Teams of DaySpring. All costs incurred by DaySpring.



FOR COMPLETE OFFICIAL RULES AND REGULATIONS,  
 PLEASE VISIT: <http://retailer.dayspring.com>